



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

COMPANY ANALYSIS



NINTENDO CO., LTD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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TABLE OF CONTENT

TITLE PAGE	PAGE
ACKNOWLEDGEMENT.....	II
LIST OF FIGURES.....	III
LIST OF TABLE.....	IV
EXECUTIVE SUMMARY.....	V
1. INTRODUCTION	
1.1. Background of The Study.....	1
1.2. Problem Statement.....	1
1.3. Purpose of The Study.....	1
2. COMPANY INFORMATION	
2.1. Background.....	2
2.2. Organizational Structure.....	3
2.3. Products / Services.....	4
2.4. Technology.....	6
2.5. Business, Marketing, Operational Strategy.....	7
3. COMPANY ANALYSIS.	
3.1. SWOT.....	9
4. FINDINGS AND DISCUSSION	
4.1. Findings.....	11
4.2. Discussion.....	13
5. RECOMMENDATION AND IMPROVEMENT.....	14
6.CONCLUSION.....	15
7.REFERENCES.....	16
8.APPENDICES.....	17

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Mohammad Fadil Shamrien Bin Rujay

EXECUTIVE SUMMARY

Nintendo Co. Ltd. is a long-standing member of the home entertainment tech community with a vision to provide the best quality goods and services to their customers by treating them with care, consideration, and gratitude. Nintendo's policy has been to capitalize on their computer game production skills so far; almost 60% of Nintendo's games are self-developed. Nintendo has been able to capitalize on a series of attachment control devices thanks to the innovative capabilities derived from various gaming platforms.




Nintendo's greatest asset is its solid brand identity, which brings in a lot of money. Nintendo has an advantage over its rivals thanks to its well-known brand identity. Nintendo is the only company that has been able to profit from both hardware and software components. Nintendo's best chance is to enter the online gaming industry due to limited product life cycles.

Nintendo maintains its competitive advantage by developing superior games and characters, many of which it owns the legal rights to.

The Nintendo Switch is significantly outperformed by its main rivals in terms of speed encoding, memory, storage, networking, video quality, and multimedia output in a technological compare. Nintendo must enter the niche market while retaining the credibility of the Nintendo brand name if it is to retain a competitive edge. Nintendo Black will be a division of Nintendo Co. Ltd., with the aim of specializing in innovative technical requirements for consoles that compete with Microsoft and Sony. If the necessary steps are taken, Nintendo will be able to maintain its status as a gaming option while still increasing the level of rivalry for its competitors by its subsidiary business.

2.3 PRODUCTS/SERVICES

Table 2.1 Product / service Provided by Nintendo Co, Ltd.

TYPE OF PRODUCT/SERVICE	DESCRIPTION
	<p>Motion commands, a revamped online interface, different digital 'channels,' and marginally updated graphics were all included in the Wii (also known as the RVL-001). The graphical transformation was not as noticeable as past console transformations. It is the first Nintendo home console to be backwards compatible, supporting both GameCube titles and controllers. Its motion sensors became its biggest selling point. Which encouraged the general public to purchase it. It was Nintendo's best-selling home console, with 101 million units sold. Which encouraged the general public to purchase it. It was Nintendo's best-selling home console, with 101 million units sold.</p>
	<p>The Wii U has a new controller called the Wii U GamePad, which has a 6.2" touch screen. New 1080p HD graphics are also included (only on the TV screen). It came in two colours: white (8GB) and black (16GB) (32GB). It has an NFC chip that can be used to search amiibo. Wii games and controllers are completely supported. It sold poorly due to weak promotion and a lack of interest in the gimmick, which was the gamepad. It is Nintendo's worst-selling home console, with about 13 million units sold.</p>
	<p>The New Nintendo 2DS XL is a digitally enhanced version of the original Nintendo 2DS handheld. The console is much bigger than the original 2DS iteration and has all of the features of the revised 'New 3DS' series of consoles, with the exception of the option to play 3D games on the top screen. The New 2DS XL received positive reviews, with critics noting that it combined traits of the 2DS and New Nintendo 3DS XL into a more ergonomic and aesthetically-pleasing device over the slate-shaped 2DS, but noting slight regressions in display and speaker quality.</p>